



**PASMO**  
**Quarterly AIDSMark Report**  
**(October – December 2003)**



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## **Executive Summary**

In mid-2002, PASMO received approval for the new Regional AIDSMark project for the period August 2002 through September 2006. The regional program includes all of Central America, from Belize to Panama, with the exception of Honduras, where the HIV prevention program is exclusively bilateral. PASMO also works in Mexico with the direct support of the USAID Mission there.

Based on the revised regional goals and determination to control and contain the epidemic in the region, the following broad strategic goals were identified for action:

- Scale up and refine the BCC campaign to motivate safer sexual behaviours, particularly amongst at risk groups and in high risk zones.
- Help establish social norms for ABC and increasing access to condoms, particularly in high risk outlets and zones.
- Develop a sustainable institutional base for continuing social marketing, with the requisite capacity, and achieve financial sustainability for all condom commodity and direct marketing costs.

During the reporting period (October – December 2003) the following results were achieved:

- Implementation of 4,804 behavior change activities with various high-risk groups. A total of 1,444 activities were carried out with commercial sex workers (CSWs), and activities with men who have sex with men (MSM) totaled 1,329. Other activities were largely conducted with clients of CSWs, Garifuna and PLWA.
- 3,583,116 VIVE condoms were sold (including VIVE Colors and VIVE Max), marking a 74% increase over sales for the same quarter one year ago.

Other happenings:

- PASMO signed a contract with a German manufacturer to produce the new line of VIVE condoms in 2004. PASMO proceeded with other preparations, including the finalization of the packaging and foil designs.
- PASMO participated and contributed to CONCASIDA. PASMO was chosen to present some of its successful strategies, including Loterías, social marketing in high-risk zones and technical assistance in Honduras. PASMO's kiosk was the most-visited kiosk at the conference.
- PASMO held annual regional training and planning sessions in Nicaragua and El Salvador to

prepare country offices for their new responsibilities stemming from decentralization of operations. Training topics included finance, marketing, use of the MIS system and management. Separate meetings were held for BCC staff, who were trained in vital new strategies for FY04.

- PASMO submitted a maternal/child health proposal was submitted to USAID. If accepted as submitted, PASMO will social market micronutrient supplements and ORT in Mexico, Guatemala, Honduras, El Salvador and Nicaragua.
- USAID approved the final report for the Nicaragua Social Marketing Assessment, which led to the transfer of ownership of Profamilia's condom brand to PASMO.
- A new advertisement strategy to promote the new VIVE line was developed.
- A new Country Manager, Jaime Arrunategui, was hired for PASMO-Panama. He has seven years of experience working for pharmaceutical and consumer products distributors.
- Jaime Peñalba, Country Manager for PASMO-Honduras, resigned in December for personal reasons.



**Indicator 3.1: Risk reduction measured by increased use of protection by CSW and MSM**



CSWs play lotería in Honduras.

During Quarter 1, PASMO reviewed proposals submitted during the previous quarter to carry out the new Knowledge Attitudes and Practices (KAP) survey, and selected ESA Consultores, based in Tegucigalpa, Honduras, to carry out the study. In November, PASMO worked with ESA affiliates in each country to design mapping and sampling plans to ensure comparability with the 2001 KAP. In December, PASMO worked with ESA, Measure and PSI-Washington to develop the final questionnaires for

MSM and CSWs. Delays in the development and testing of the questionnaires resulted in the rescheduling of the fieldwork portion of the study to avoid concurrence with the holidays. The survey will begin in February 2004 and the study will be completed in Q3 of FY04.



**Indicator 3.2: Risk reduction measured by safer sexual behavior**

PASMO continues to successfully scale up and implement Behavior Change Communication (BCC) activities throughout the region.

**Behaviours:**

PASMO has identified the following behaviours that would help prevent the spread of the epidemic:

- a) Partner reduction
- b) Delaying age of sexual debut
- c) Consistent condom use by those who are sexually active
- d) Improved STI treatment-seeking behavior
- e) Increased use of voluntary HIV counselling and testing
- f) Increased lubricant use
- g) Increased knowledge of human rights amongst vulnerable populations and reduction in discrimination against these groups

PASMO has focused on not only providing accurate and relevant information to each target group through interactive, entertaining interventions but to ensure that activities are motivational and overcome

obstacles to the adoption of healthier behaviors. PASMO staff and consultants have built on their experiences and collaborative efforts with local NGOs in identifying participants and improving the depth and quality of interventions.

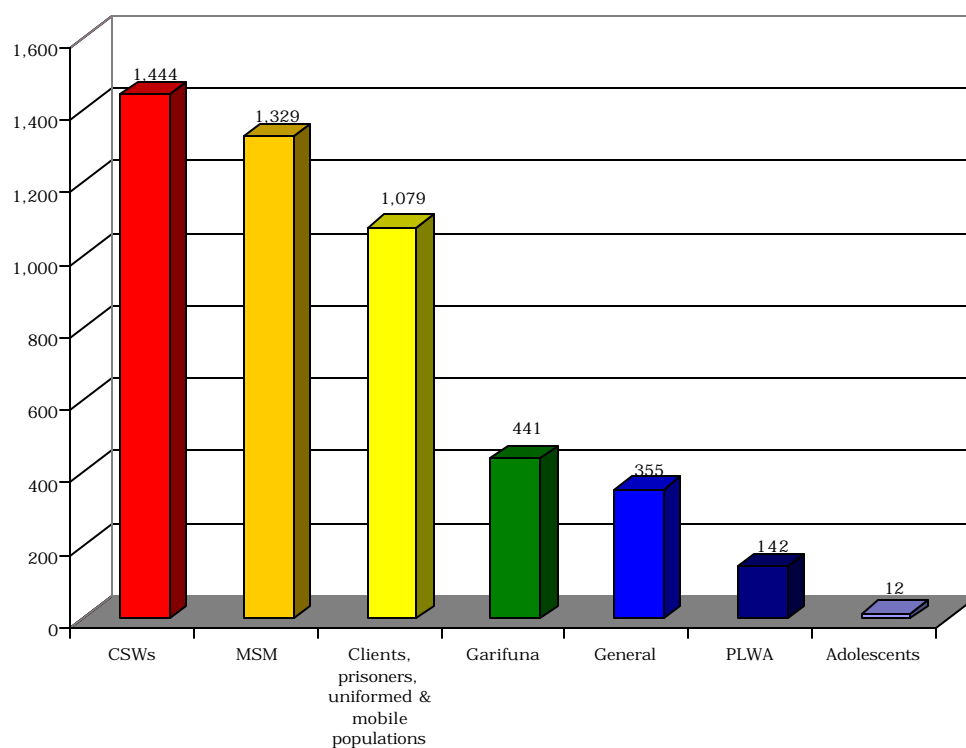
During the reporting period, PASMO implemented 4,804 activities with high-risk groups throughout the region, an increase of 60% over the same period in 2002.

**Identified at-risk groups:**

- a) Men Who Have Sex With Men (MSM)
- b) Commercial Sex Workers (CSW)
- c) Clients of CSWs,
- d) Prisoners, Uniformed and Mobile populations
- e) People Living with HIV/AIDS (PLWA)
- f) Garifuna
- g) Youth

A full breakdown of activities by country, population and methodology can be found in the Annex.

**Number of BCC Activities per Target Group**



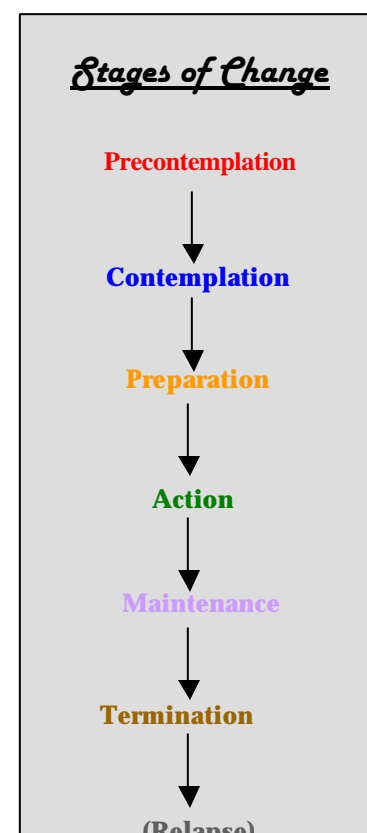
### BCC Activities by Country and Population Quarter 1

Country	Guatemala	El Salvador	Honduras	Nicaragua	Belize	Panama	Mexico	Total
Target group	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.
MSM	248	205	230	284	0	194	168	1,329
CSWs	287	341	158	298	0	259	101	1,444
PLWA	20	14	81	0	0	27	0	142
Garifuna	50	0	366	8	17	0	0	441
Clients of CSWs	249	64	183	101	0	5	13	615
Uniformed Men	0	58	0	63	18	10	0	149
Prisoners	0	5	0	15	0	0	0	20
Mobile populations	0	156	0	134	0	5	0	295
Adolescents	0	2	0	0	10	0	0	12
General	101	173	5	9	43	24	0	355
Others	0	2	0	0	0	0	0	2
<b>Total</b>	<b>955</b>	<b>1,020</b>	<b>1,023</b>	<b>912</b>	<b>88</b>	<b>524</b>	<b>282</b>	<b>4,804</b>

### Activities by Population and Methodology Q1

Activity	Work-shop	Kiosk	Loteria	Noche Vive	Outreach	Vive la Vida	Inter-persona l	Vive Café	Promo	Other	Total
Target group	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.
MSM	3	2	401	33	638	187	4	36	0	25	1,329
CSW	0	2	657	11	735	0	12	0	0	27	1,444
PLWA	3	6	119	0	7	0	7	0	0	0	142
Garifuna	1	3	188	38	211	0	0	0	0	0	441
Clients of CSW	0	2	213	90	289	0	4	0	17	0	615
Uniformed Men	1	2	84	0	43	0	11	0	0	8	149
Prisoners	0	0	14	0	1	0	0	0	0	5	20
Mobile populations	0	2	146	0	145	0	0	0	0	2	295
Adolescents	0	0	1	0	10	0	1	0	0	0	12
General	3	22	2	15	39	0	1	0	273	0	355
Others	0	0	0	0	0	0	2	0	0	0	2
<b>Total</b>	<b>11</b>	<b>41</b>	<b>1,825</b>	<b>187</b>	<b>2,118</b>	<b>187</b>	<b>42</b>	<b>36</b>	<b>290</b>	<b>67</b>	<b>4,804</b>

As mentioned in previous reports, PASMO has adopted two new strategies to improve the effectiveness of behavior interventions: disaggregation of target populations and application of the Stages of Change model of behavior change. These new strategies require the adaptation of existing modules and materials. The disaggregation strategy will require PASMO to develop materials and activities designed specifically for sub-groups of target populations to address their different contexts of vulnerability. During Quarter 1, PASMO worked on adapting its popular *postales* to this new strategy. In previous years, *postales* had been developed for MSM and for clients of CSWs – each *postal* had a picture of an attractive person on the front and a story on the back about the person's risky behavior and the consequences. PASMO developed stories for many target population sub-groups during Quarter 1 of FY04, including: openly gay men, closeted MSM, male sex workers, ambulatory CSWs, fixed-site CSWs, transactional CSWs, Garifuna men, Garifuna women, PLWA, clients of CSWs, police officers, military populations, migrant workers, prisoners and mobile populations (truck drivers, etc.). A total of 47 stories were drafted during Quarter 1, and the validation, visuals and design will be completed by Q2 for production and use in Q3. In addition



to the disaggregation strategy, the *postales* incorporate the stages of change theory. For each story, an appropriate character and risky situation was developed; subsequent *postales* will follow these same characters as they progress towards behavior change and face impediments along the way. PASMO will do a series of three *postales* per character.

As PASMO pursues these new strategies to improve the quality of BCC activities and impact, it will be imperative that the organization hires a full-time staff member to concentrate solely on the development of new materials and activities. While many of PASMO's current activities are popular with target populations, new methodologies will be needed to present new information and to help current participants progress towards healthy behavior change. PASMO will create this new position during Quarter 2.

During Quarter 1, PASMO continued to refine a new activity that was developed during FY03: VIVE Café. PASMO found that VIVE Café is an excellent source of information about common questions, doubts and problems that MSM face. Participants have been willing to discuss their personal situations and have inundated educators with questions. Nonetheless, the future challenge lies in recruiting more closeted MSM.

PASMO conducted the annual training and planning meetings in October and November 2003 in Nicaragua (for the Southern countries) and El Salvador (for the rest). During this three-day meeting, all BCC Coordinators and educators were extensively trained in the new disaggregation and Stages of Change strategies. Several new interactive games were discussed for further development and educators practiced effective intervention techniques. BCC Coordinators are expected to return to their countries and share these new techniques with BCC staff of other local NGOs in Quarter 2.



### **Indicator 3.3: Improved access to condoms in terms of availability and affordability**

Comparative VIVE condom sales (includes VIVE Colors and VIVE Max)

Country	2002 Sales October - December	2003 Sales October - December	2003 Sales January - December	Sales per Capita* Annualized
Guatemala	812,872	1,450,108	4,948,440	0.43
El Salvador	386,752	510,428	1,733,196	0.28
Nicaragua	476,068	611,096	2,208,704	0.44
Honduras	295,064	534,676	1,525,644	0.24
Costa Rica	64,780	269,328	599,988	0.15
Panama	7776	196,344	714,912	0.24
Belize**	18,552	11,136	168,012	0.31
<b>TOTAL</b>	<b>2,061,864</b>	<b>3,583,116</b>	<b>11,898,896</b>	<b>Average: 0.25</b>



\*Country population estimates from The United Nations Population Division.

\*\* Sales for Belize were annualized excluding VIVE and VIVE Colors June sales, which included the one-time bulk institutional sale that would otherwise skew the data.

Sales during Quarter 1 were extremely strong; all PASMO offices posted their highest 2003 sales during this quarter. Honduras and El Salvador both greatly increased sales over the previous quarter, with November being a particularly strong sales month. PASMO has continued to diversify its distribution base; five new independent vendors were hired in Nicaragua during Quarter 1 and a distributor for the non-traditional sector was hired in Honduras.

### **High-risk sales outlets and Distribution:**

It is expected that disaggregated sales data will be available by Q4.

### **Advertising and promotion:**

During Quarter 1, PASMO worked to edit the third advertisement in the generic mass-media campaign to promote safe sex and encourage the empowerment of women to negotiate condom use. As a response to comments made during the testing of the advertisement, PASMO decided to delay its broadcast to continue editing. The final version will air after the launch of the new condom line in Q3.

During the first quarter PASMO began work on an advertisement scheme to promote the launch of the new line in May 2004. All of the commercials were designed during Quarter 1; during Quarter 2 PASMO will seek USAID approval and price quotes, and production and post-production will take place in time to launch in Q3.

PASMO developed a dossier and dynamic presentation for PSI-Mexico (copy attached) that will be adapted for the Central American countries. In addition, the CD will serve as a base for a regional website for PASMO.



### **Indicator 3.4: Improved regional capacity for sustaining HIV/AIDS social marketing efforts through institutional development and minimizing financial vulnerability**

During Quarter 1, PASMO completed the decentralization process, which will be monitored for the next two quarters in order to finalize all systems by the end of FY04.

Additionally, during the first quarter PASMO proceeded with the necessary steps to register its new line of condoms, which will be launched in May 2004. Country registrations are underway, and a contract was signed with a German manufacturer to produce the new condoms. The new foils will state that the condoms were manufactured in Germany and electronically tested twice, to combat perceptions that the VIVE brand is less well-made because it is cheaper than other condoms.

One million no logo condoms were provided to Iprfasa in Guatemala in order to ensure that they increase their advertising spend to further grow the market.

OBSTACLES/DELAYS	SOLUTIONS
<b>Registration difficulties in Panama continue.</b>	We have abandoned the old registration requests and will submit new registration requests for the relaunch in Q2.
<b>The process of transferring Bodyguard to PASMO from Profamilia is taking longer than expected due to change in leadership at Profamilia.</b>	We will continue to pursue completion of this task in Q2 with the interim, acting CEO.
<b>The new HIV law in El Salvador requires consumer warnings on all condom packaging and promotion, which is being required to be included in a manner that could discourage condom use.</b>	We have temporarily developed stickers with the warning legend that meets both the spirit and the letter of the law and stopped all advertising. We will await the regulations that are due to be approved soon to make final decisions on how to proceed.
<b>Entering data correctly in the MIS is a much larger task than anticipated and remains way behind schedule.</b>	We are decentralizing data entry to each country.
<b>Aprofam continues to consider launching a new condom brand in Guatemala</b>	Discussions were held to look at the financial and programmatic feasibility and need. The most advantageous option, both financially and programmatically (due to consumer preference for Vive) is for Aprofam is to distribute Vive as all margins are net profit, however, dialogue will need to continue.
<b>The PASMO youth project in Honduras had to be shut down as foundation funding ended.</b>	The new KfW contract will permit the re-opening of the project.

**PRINCIPAL ACTIVITIES PLANNED FOR NEXT QUARTER**

1. Carry out the 2004 KAP survey.
2. Register the new line of condoms in Central American countries for launch in Q3.
3. Receive approval from USAID for new VIVE commercials; obtain legal authorization to run the commercials.
4. Hold an institutional-strengthening training session for local NGOs in Guatemala, El Salvador and Honduras (with DFID funds)
5. Develop the postales for disaggregated target groups.
6. Continue BCC and condom distribution activities.

# ANNEX

## BCC Activities Quarter 1 FY04

	Activity	Work-shop	Kiosk	Loteria	Noche Vive	Outreach	Vive la Vida	Inter-personal	Vive Café	Promo	Other	Total
Country	Population	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.
Guatemala	MSM	0	0	75	4	113	16	4	36	0	0	248
	CSW	0	1	179	0	97	0	10	0	0	0	287
	PLWA	0	0	19	0	0	0	1	0	0	0	20
	Garifuna	0	1	35	1	13	0	0	0	0	0	50
	Clients of CSW	0	1	157	20	67	0	4	0	0	0	249
	Uniformed Men	0	0	0	0	0	0	0	0	0	0	0
	Prisoners	0	0	0	0	0	0	0	0	0	0	0
	Mobile populations	0	0	0	0	0	0	0	0	0	0	0
	Adolescents	0	0	0	0	0	0	0	0	0	0	0
	General	0	0	0	0	0	0	0	0	101	0	101
	<b>Total</b>	<b>0</b>	<b>3</b>	<b>465</b>	<b>25</b>	<b>290</b>	<b>16</b>	<b>19</b>	<b>36</b>	<b>101</b>	<b>0</b>	<b>955</b>
El Salvador	MSM	0	1	75	7	99	23	0	0	0	0	205
	CSW	0	1	160	1	168	0	2	0	0	9	341
	PLWA	0	1	7	0	0	0	6	0	0	0	14
	Clients of CSW	0	1	20	0	26	0	0	0	17	0	64
	Uniformed Men	0	1	17	0	32	0	8	0	0	0	58
	Prisoners	0	0	4	0	1	0	0	0	0	0	5
	Mobile populations	0	2	66	0	88	0	0	0	0	0	156
	Adolescents	0	0	1	0	0	0	1	0	0	0	2
	Others	0	0	0	0	0	0	2	0	0	0	2
	General	0	1	0	0	0	0	0	0	172	0	173
	<b>Total</b>	<b>0</b>	<b>8</b>	<b>350</b>	<b>8</b>	<b>414</b>	<b>23</b>	<b>19</b>	<b>0</b>	<b>189</b>	<b>9</b>	<b>1020</b>
Honduras	MSM	0	0	41	4	136	49	0	0	0	0	230
	CSW	0	0	57	10	91	0	0	0	0	0	158
	PLWA	0	0	81	0	0	0	0	0	0	0	81
	Garifuna	0	0	144	36	186	0	0	0	0	0	366
	Clients of CSW	0	0	25	11	147	0	0	0	0	0	183
	Uniformed Men	0	0	0	0	0	0	0	0	0	0	0
	Prisoners	0	0	0	0	0	0	0	0	0	0	0
	Mobile populations	0	0	0	0	0	0	0	0	0	0	0
	Factory Workers	0	0	0	0	0	0	0	0	0	0	0
	Adolescents	0	0	0	0	0	0	0	0	0	0	0

Country	Activity	Work-shop	Kiosk	Loteria	Noche Vive	Outreach	Vive la Vida	Inter-personal	Vive Café	Promo	Other	Total
	Population	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.
	Others	0	0	0	0	0	0	0	0	0	0	0
	General	0	5	0	0	0	0	0	0	0	0	5
	<b>Total</b>	<b>0</b>	<b>5</b>	<b>348</b>	<b>61</b>	<b>560</b>	<b>49</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1023</b>
Nicaragua	MSM	0	1	124	3	66	66	0	0	0	24	284
	CSW	0	0	142	0	138	0	0	0	0	18	298
	PLWA	0	0	0	0	0	0	0	0	0	0	0
	Garifuna	0	1	7	0	0	0	0	0	0	0	8
	Clients of CSW	0	0	11	54	36	0	0	0	0	0	101
	Uniformed Men	0	0	55	0	0	0	0	0	0	8	63
	Prisoners	0	0	10	0	0	0	0	0	0	5	15
	Mobile populations	0	0	79	0	53	0	0	0	0	2	134
	Adolescents	0	0	0	0	0	0	0	0	0	0	0
	General	3	6	0	0	0	0	0	0	0	0	9
	<b>Total</b>	<b>3</b>	<b>8</b>	<b>428</b>	<b>57</b>	<b>293</b>	<b>66</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>57</b>	<b>912</b>
Belize	MSM	0	0	0	0	0	0	0	0	0	0	0
	CSW	0	0	0	0	0	0	0	0	0	0	0
	PLWA	0	0	0	0	0	0	0	0	0	0	0
	Garifuna	1	1	2	1	12	0	0	0	0	0	17
	Clients of CSW	0	0	0	0	0	0	0	0	0	0	0
	Uniformed Men	1	1	2	0	11	0	3	0	0	0	18
	Prisoners	0	0	0	0	0	0	0	0	0	0	0
	Mobile populations	0	0	0	0	0	0	0	0	0	0	0
	Adolescents	0	0	0	0	10	0	0	0	0	0	10
	Health personnel	0	0	0	0	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0	0	0	0	0
	General	0	1	2	0	39	0	1	0	0	0	43
	<b>Total</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>1</b>	<b>72</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>88</b>
Panama	MSM	3	0	62	15	106	8	0	0	0	0	194
	CSW	0	0	119	0	140	0	0	0	0	0	259
	PLWA	3	5	12	0	7	0	0	0	0	0	27
	Clients of CSW	0	0	0	5	0	0	0	0	0	0	5
	Uniformed Men	0	0	10	0	0	0	0	0	0	0	10
	Prisoners	0	0	0	0	0	0	0	0	0	0	0
	Mobile populations	0	0	1	0	4	0	0	0	0	0	5

Country	Activity	Workshop	Kiosk	Loteria	Noche Vive	Outreach	Vive la Vida	Inter-personal	Vive Café	Promo	Other	Total
	Population	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.	# Act.
	Afropanameña	0	0	0	0	0	0	0	0	0	0	0
	Adolescents	0	0	0	0	0	0	0	0	0	0	0
	General	0	9	0	15	0	0	0	0	0	0	24
	<b>Total</b>	<b>6</b>	<b>14</b>	<b>204</b>	<b>35</b>	<b>257</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>524</b>
Mexico	MSM	0	0	24	0	118	25	0	0	0	1	168
	CSW	0	0	0	0	101	0	0	0	0	0	101
	PLWA	0	0	0	0	0	0	0	0	0	0	0
	Clients of CSW	0	0	0	0	13	0	0	0	0	0	13
	Uniformed Men	0	0	0	0	0	0	0	0	0	0	0
	Prisoners	0	0	0	0	0	0	0	0	0	0	0
	Mobile populations	0	0	0	0	0	0	0	0	0	0	0
	Adolescents	0	0	0	0	0	0	0	0	0	0	0
	General	0	0	0	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>0</b>	<b>232</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>282</b>
<b>Grand Total</b>		<b>11</b>	<b>41</b>	<b>1,825</b>	<b>187</b>	<b>2118</b>	<b>187</b>	<b>42</b>	<b>36</b>	<b>290</b>	<b>67</b>	<b>4,804</b>